

# Rick Franklin

rickfranklindesign.com  
rickfranklindesign@gmail.com  
773 318 2841

I am a Chicago-based Experience Designer focused on solving strategic problems through human-centered design.

## SKILLS TOOLS

Design strategy	Sketch
Qualitative research	Figma
Facilitation	Mural
Ideation	InVision
Wireframes	Photoshop
Prototyping	Illustrator
Visual design	InDesign
Branding	HTML/CSS
Presentation design & delivery	Google Suite MS Office

## EDUCATION

**2015 DePaul University**  
HTML/CSS, Javascript/jQuery

**2014 School of the Art Institute**  
Graphic Design

**1999-2000 College of DuPage**  
Advertising Design I & II, Typography

**1993-1997 Wheaton College**  
B.A. Music Composition

## ACTIVITIES

**2008-2013** Co-leader of Kids' Community Group refugee youth program

**2007** Thru-hike of Appalachian Trail (Georgia to Maine)

**1997-2013** Banjo, Keyboards and Guitar The Detholz!, John Wesley Band

## EXPERIENCE

**2016-Present Digital Design Lead, Capital One** Lead design for cross-disciplinary teams employing human-centered design. Facilitate design processes to discover and implement product improvements that deliver customer experience and business value for internal clients and external Fortune 500 partners.

**2016 UX Designer, DESIGNATION Labs** Learned and implemented user-centered UX and UI principles in agile sprint workflows. Conducted empathy interviews, created personas, journey maps, user flows, app maps, wireframes, mock ups, prototypes, devised and conducted user tests, and presented to clients.

### Windy City Labs - UX, UX research

- Discovered user behaviors and goals during morning routines, and attitude towards a smart bathroom mirror
- Prototyped smart mirror display and IxD
- Conducted multiple user tests, iterated, and presented results to client

### 2013-2016 Senior Designer, Baird & Warner

- Redesigned internal website used by 1700 real estate agents. Met stakeholders, conducted focus groups, created user flows, sitemap, wireframes, and mid- and hi-fidelity mock ups.
- Directed company brand visual refresh. Lead team in creation of new style guide, revised the logo, and overhaul all major marketing pieces.

**2011 Creative Services Manager, Loyola Press** Responsible for design and management of all marketing materials, including oversight of budget, copy writing, administrative duties, and freelance designers.

### 2009-2011 Senior Designer, Loyola Press

**2008-2009 Project Manager / Lead Designer, Chicago Welcomes You** Led team to create orientation kit for Burmese refugees. Activities included interviewing stakeholders, affinity mapping, domain research, competitive analysis, and design.

**2007-Present Freelance Designer** Clients include The Peggy Notebaert Nature Center, Paper Source, Loyola Press, Anthology Inc., Southern Wine and Spirits of Illinois, William Randall Publishing, Life Fitness.

### 2006-2007 Designer, Loyola Press

**1999-2006 Designer, InterVarsity Press**